

State Recognizes May as Mental Health Matters Month



May is right around the corner and Each Mind Matters wants to help prepare you to celebrate May as Mental Health Matters Month. We invite you to join in our statewide celebrations on two special occasions - the **Directing Change Award Ceremony & Screening** on Friday, May 20 in Glendale and **Mental Health Matters Day** on Tuesday, May 24 in Sacramento. More about each of these events is below along with other resources to help you capitalize on the energy around May is Mental Health Matters Month.

May Toolkit (see below for more information): Click here to access the [online](#) toolkit.

March 16th: Information about the toolkit and events will be shared on the monthly county liaison call facilitated by CalMHSA. Please **speak up** and share how you are integrating Each Mind Matters in your May activities.

April 5th Webinar (1:30pm): *May is Mental Health Matters Month Toolkit and County Learning Exchange* facilitated by your Each Mind Matters Resource Navigators will provide an overview of the toolkit but focus on sharing examples from different county behavioral health agencies. This is an opportunity to exchange ideas and learn from each other. Click here to [register](#).

Directing Change Award Ceremony and Screening May 20th

The fourth annual Directing Change Award Ceremony will be hosted at the Alex Theatre in Glendale on May 20th. The event begins at 11 a.m. and includes a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchange.org

Mental Health Matters Day May 24th

Join in celebrating the mental health movement on May 24 in Sacramento on the West Steps of the Capitol Building. Mental Health America of California (MHAC) is hosting this day of awareness, action and change to better the lives of people with mental health challenges. The event will feature speakers such as Scott Budnick, Founder and President of the Anti-Recidivism Coalition and executive producer of "The Hangover" movie series, Paul Gilmartin, former TV host (TBS' Dinner and a Movie), stand-up comedian (Comedy Central Presents) and host of the Mental Illness Happy Hour, and Katie Williams, mental health advocate and person with lived experience.

May 2016 Toolkit

Each Mind Matters has developed its annual toolkit to guide counties and CBOs through May is Mental Health Matters Month. The following resources are available in this year's [toolkit](#).

Photo Booth Activity

- Photos are a terrific way to capture the spirit of the mental health movement. Each Mind Matters wants to encourage county behavioral health agencies and CBOs to snap **"lime green selfies"** all month long with this new photo booth activity. We have included instructions on how to easily set up a photo booth in your office or community and even provided an **11x14 lime green frame** that you can use as a prop in your photo booth. Don't forget to post your pictures to your social media pages and use the hashtag **#EachMindMatters** and **#MillionsLikeMe!** You can also send your pictures to your Resource Navigator. ***Each week, one winning photo will be selected and featured on our Each Mind Matters Facebook, Twitter and Instagram pages.***

Ribbon Wall Activity

- The Ribbon Wall Activity is a great way to give individuals the opportunity to publicly show their support for mental health awareness and let others know they believe Each Mind Matters. You can download instructions, promotional flyers and templates to create your own ribbon wall ribbon.
- An electronic version of the ribbon wall instruction flyer in Spanish is available upon request.

Activity Ideas

- Each Mind Matters wants to help enhance your May activities by providing a list of engagement ideas to do throughout the month. These ideas are sorted by ***Beginner, Intermediate and Advanced*** depending on the amount of time you can dedicate to the cause. Use these ideas to encourage participation throughout your office or share them with your networks to get your community involved in the mental health movement!

Social Media Guide and Sample Posts

- For those of you looking to raise awareness via social media this May, Each Mind Matters has put together some great posts for **Facebook and Twitter** that help spread the word about mental health. This guide makes it easy for you to ***copy and paste meaningful messages*** about mental wellness and reach audiences through your social channels.

Don't forget to share your success stories from May with me! Also, if you are hosting a public event, add it to the Each Mind Matters [events page](#) to attract a larger audience!